

SaaS Product Positioning Document

Healthcare Market Entry

1. Product Overview

Product Name

Enter product name

One Sentence Description

Concise summary of the SaaS product

2. Target Market Segment

Primary Customer(s)

Describe the main customer persona(s) (e.g., hospital administrators, clinicians)

Healthcare Market(s) Targeted

Specify relevant segments (e.g., hospitals, clinics, telehealth providers, payers)

3. Market Needs & Pain Points

Describe main challenges and pain points faced by the target healthcare segment

4. Product Value Proposition

State why your product is valuable and unique in healthcare

5. Key Features & Differentiators

Feature or differentiator #1

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Feature or differentiator #2

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Feature or differentiator #3

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6. Competitive Landscape

Key Competitors

List main competitors in this space

Your Advantage

How does your solution outperform competitors?

7. Regulatory & Compliance Considerations

Relevant healthcare regulations: e.g. HIPAA, GDPR, local health laws

8. Go-To-Market Strategy (Summary)

Summarize how you will enter and grow in the healthcare market

9. Metrics for Success

Sample Metric #1 (e.g., No. of users onboarded)

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Sample Metric #2 (e.g., Customer retention rate)

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Sample Metric #3 (e.g., Time to regulatory approval)

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10. Next Steps & Stakeholders

Outline main actions and involved teams